WE CLAIM:

1. A composition comprising a) a microreticulated or microfibrillated microcrystalline cellulose, or powdered cellulose, b) an oil, c) a modified starch, and d) a synthetic, amorphous precipitated silica (silicon dioxide).

2. The composition of claim 1 wherein the weight ratio of cellulose to oil in the dry composition is from about 0.60-0.75:1.0.

3. The composition of claim 1 wherein the cellulose is microreticulated or microfibrillated microcrystalline or powdered.

4. The composition of claim 1 wherein the oil that is a liquid between about 10.degree. C. and 90.degree.

5. A process for preparing the composition of claim 1 comprising forming an intimate mixture consisting essentially of microreticulated or microfibrillated microcrystalline cellulose, or powdered cellulose and an oil by blending from 30 to 60 seconds.

6. The composition of claim 1 wherein the modified starch such as malto-dextrin has a low dextrose equivalent, of approximately 10 or lower.

7. The composition of claim 1 wherein the weight ratio of modified starch to intimate mixture of claim 5 in the dry composition is from about 0.20-0.25:1.7.

8. A process for preparing the composition of claim 1 comprising forming an intimate mixture consisting of the intimate mixture of claim 5 and a modified starch by blending from 30 to 60 seconds.

9. The composition of claim 1 wherein the silicon dioxide is a synthetic, amorphous precipitated silica such as Sipernat.

10. The composition of claim 1 wherein the weight ratio of silicon dioxide to the intimate mixture of claim 8 in the dry composition is from about 0.10-0.15:1.9.

11. A process for preparing the composition of claim 1 comprising forming an intimate mixture consisting of the intimate mixture of claim 8 and a silicon dioxide by blending from 30 to 60 seconds.

12. A process for preparing the composition of claim 1 comprising particle size milling of the intimate mixture of claim 11.